

Study Objectives & Methodology

Study Objectives:

The objectives of this study were to develop a research based marketing plan that will effectively position the City of Fredericksburg and the counties of Spotsylvania and Stafford, Virginia (Fredericksburg area) as a tourist destination and a leisure/retail center for local and regional residents. Fredericksburg Area Tourism retained Randall Travel Marketing of Mooresville, North Carolina to conduct this study. The findings and recommendations of the study will be utilized and considered for implementation by the Fredericksburg Area Tourism office.

Study Methodology:

Research was conducted in and around the Fredericksburg area during the months of July through November 2000. Many methods of public opinion and data collection were utilized.

1. Initial Meeting and Reconnaissance Trip:

Judy L. Randall and Berkeley W. Young visited the Fredericksburg area in July August and October and fully evaluated the site from the perspective of the tourist. During their August and October visits, they monitored the differences in visitation patterns in the area compared to the July visit. Additionally, the Reconnaissance Team met with selected staff and board members to fully understand the objectives of this study. Samples of current promotional materials were gathered for creative analysis.

2. Research:

1,000 surveys were mailed out to people who had requested tourism information from Fredericksburg Area Tourism in the past year. By November 10th, 2000 a total of 240 completed surveys (24% return) had been returned and tabulated for this report. Additionally, random intercept interviews were conducted with visitors at selected intervals throughout the study time period.

3. Regional Data Bases:

Regional and national databases were queried to identify possible potential new target markets.

4. Interviews With Management:

Interviews were conducted with selected management of the Fredericksburg area attractions and amenities.

5. Strategic Marketing Plan:

Based on research findings a comprehensive strategic marketing plan for the Fredericksburg Area Tourism office was completed and is included in this report.